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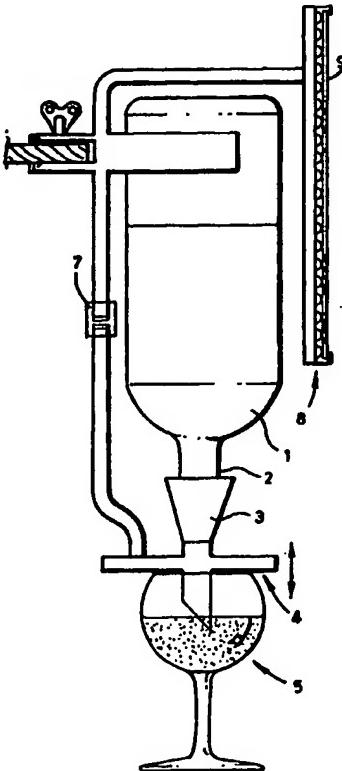
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**(54) Title:** DISPLAY DEVICE

**(57) Abstract**

A beverage dispensing device comprising: i) means for dispensing a beverage; and ii) a promotional message characterised by iii) means for activating the promotional message during beverage dispensing.



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## DISPLAY DEVICE

### Technical Field

This invention relates to a display device useable for example  
5      in promoting sales of beverages.

### Background Art

It is known to provide beverage dispensers such as OPTICS®  
and been engines with promotional material such as for example the  
trade name of the beverage

### 10 Disclosure of the Invention

In accordance with an aspect of the invention there is  
provided a drink dispenser having a switch activatable to dispense a  
drink and means to activate a promotional message during  
dispensing of the drink.

15      In accordance with the invention there is provided a beverage  
dispensing device comprising:

- i.      means for dispensing a beverage; and
- ii.     a promotional message

and having

iii. means for activating the promotional message during beverage dispensing.

The promotional message can be a visual, audible, a smell or any combination thereof.

5 In preferred embodiments activating the beverage dispensing means results in activation of the promotional message.

The promotional message can be a transparent or translucent sheet material overlying a luminescent panel.

10 The promotional message can be provided by an array of controllable light sources controlled by a controller.

#### Brief Description of Drawings

Embodiments of the invention will be described by way of non-limiting example by reference to the accompanying figures of which:

15 Fig. 1 is a side view of a dispenser and bottle in accordance with the invention and

Fig. 2 is a front view of the apparatus of Fig. 1.

Best Mode

As shown in the figures the apparatus comprises an inverted bottle 1 with the open end 2 received in an OPTIC® or like dispenser 3. Dispenser 3 is provided with a bar 4. Upward movement of glass 5 against bar 4 opens a valve (not shown) allowing a measure of drink to be dispensed. A switch contact 6 is moveable by bar 4. When switch contact 6 makes electrical contact with further switch contact 7 an electrical circuit is completed. Power is thus supplied to illuminated panel 8. Light emitted by panel 8 passes through transparency 9 which bears indicia 90.

Thus as a drink is dispensed to a customer not only are others able to recognise the good taste of that customer but also the intermittent lighting up of the advertisement can be far more eye catching than a continuously illuminated sign.

Some further features of this invention will now be set forth.

In a preferred embodiment of the invention switch contacts 6 and 7 are part of a relay circuit so that illumination is not limited simply to the time in which the contacts are allowed.

In the illustrated embodiment the light source is shown as a flat panel provided with a plurality of light bulbs. The invention is not to be construed as so limited. In particular the panel or transparency may be curved for example being a section of a cylinder. The panel need not comprise an array of light bulbs but could comprise an electro-luminescent panel. It may not be necessary to provide a transparency. For example a panel of light bulbs may make the shape of the advertisement. In other embodiments of the invention the panel may provide a changing image. For example if panel 8 comprises a plurality of individual controllable sources for example an array of LED's or LCD cells or of light bulbs it may be possible to arrange for a controller (not shown) to switch on and off selected elements to provide a changing or moving image.

If desired a sound and/or smell can accompany the visual display and may replace it.

The bottle is in the illustrated embodiment held in position by cradle 10 comprising legs 11. The assembly can be clamped by clamp 12 to a shelf 13.

It will further be apparent that the invention need not be restricted to shelf mounted assemblies and thus can be used on bar mounted soft drink dispensers or beer engines. A number of beer engines are provided with a three dimensional representation of the 5 drink or its container. It is within the scope of the invention for say liquid to be pumped in or out of the container.

Those skilled in the art will have little difficulty in devising modifications.

**Claims**

1. A beverage dispensing device comprising:
  - i. means for dispensing a beverage; and
  - 5 ii. a promotional message

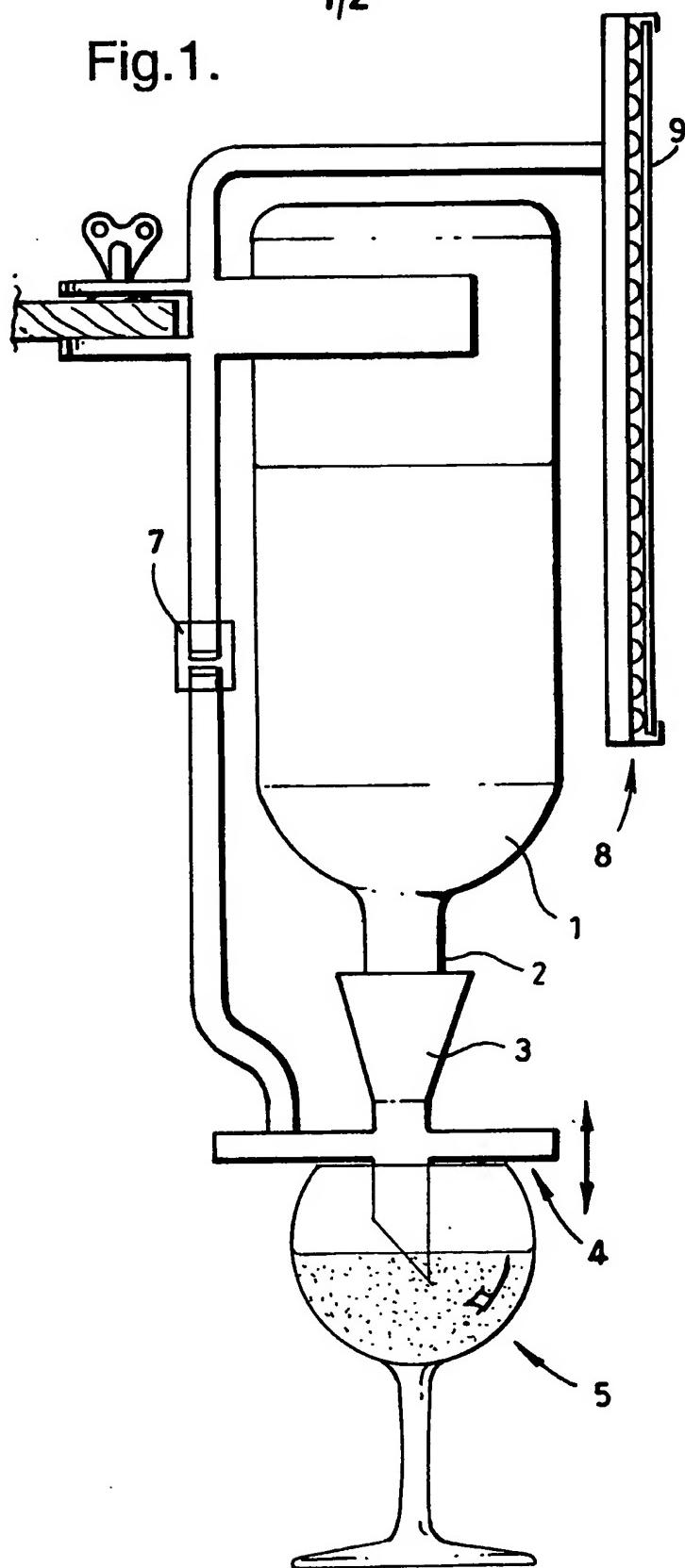
characterised by

  - iii. means for activating the promotional message during beverage dispensing.
2. A beverage dispensing device as claimed in claim 1  
10 wherein the promotional message is at least one of a sound message, a visual message or an olfactory message.
3. A beverage dispensing device as claimed in claim 1 or claim 2 wherein activating the beverage dispensing means activates the means for activating the promotional message.
- 15 4. A beverage dispensing device as claimed in claim 1 wherein the promotional display comprises translucent or transparent sheet material overlying a lumenscent panel.

5. A beverage dispensing device as claimed in claim 1  
wherein the promotional message is provided by an array of  
controllable light sources controlled by a controller.

6. A beverage dispensing device as claimed in claim 1  
5 wherein the beverage is dispensed into a drinking vessel.

1/2  
Fig. 1.



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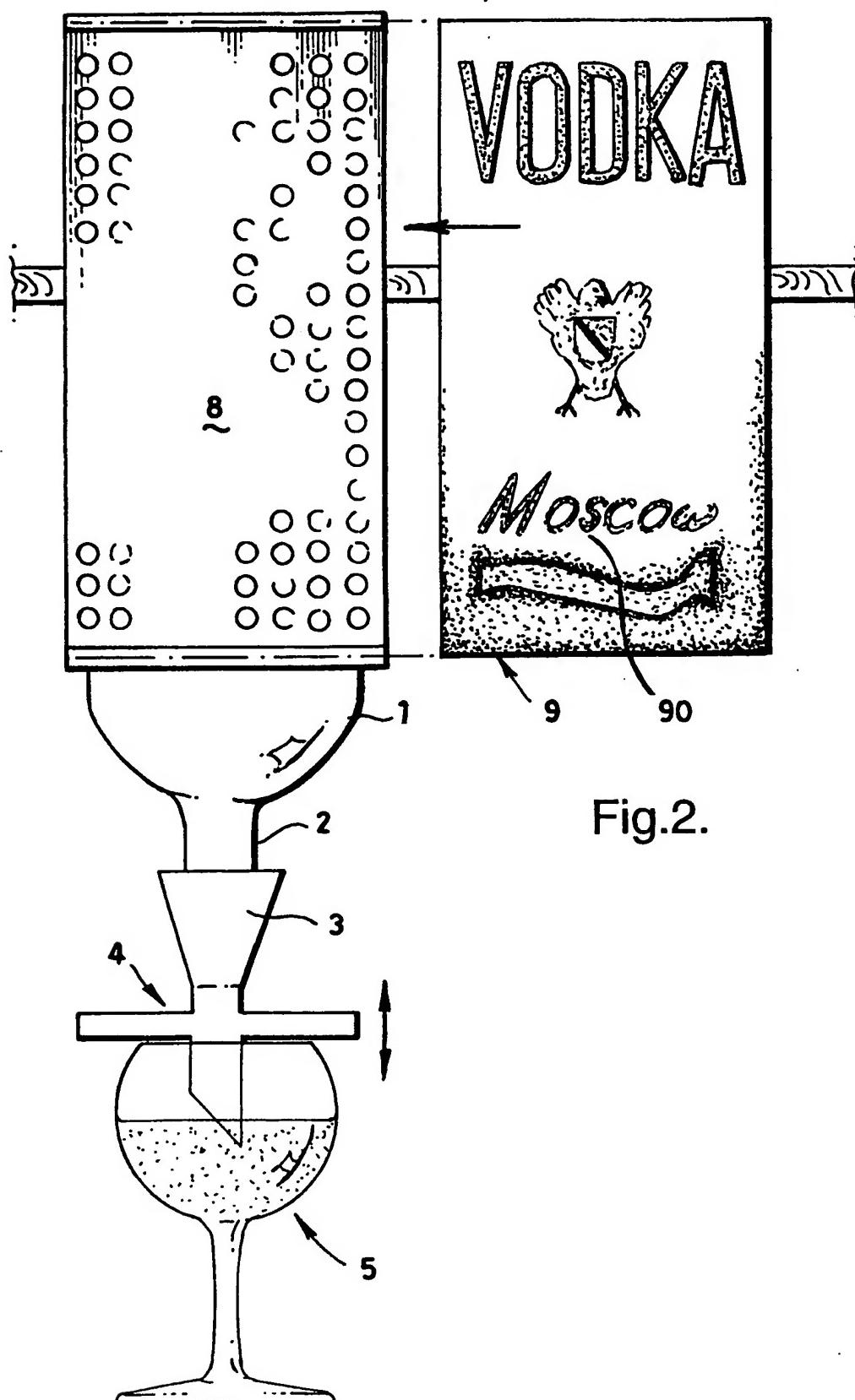


Fig.2.

# INTERNATIONAL SEARCH REPORT

International Application No

PCT/GB 97/02921

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC 6 G09F23/06

According to International Patent Classification(IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	GB 2 005 451 A (OPTIC ADS) 19 April 1979 see page 1, line 47 - line 110; figures -----	1-4,6
Y	US 4 894 647 A (D WALDES ET AL.) 16 January 1990 see abstract; figures -----	5



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

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1

Date of the actual completion of the international search	Date of mailing of the international search report
12 February 1998	20/02/1998
Name and mailing address of the ISA  European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer  Gallo, G

# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

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US 4894647 A	16-01-90	NONE	